

**HUNTON &  
WILLIAMS****RECEIVED  
CENTRAL FAX CENTER  
JUL 26 2005**1751 PINNACLE DRIVE  
SUITE 1700  
MCLEAN, VIRGINIA 22102TEL 703-714-7400  
FAX 703-714-7410**FAX**

**TO**      **NAME**      Examiner Naeem HAQ  
         **FIRM**      Patent & Trademark Office  
         **FAX NO.:**      (703) 872-9306  
         **PHONE NO.:**      (703) 306-5844

**PAGES (INCLUDING COVER):**      27

**ORIGINAL TO FOLLOW IN MAIL:**      ☐ Yes ☒ No

**FROM**      **NAME:**      James R. Miner (Reg. No. 40,444)  
         **DIRECT DIAL:**      703-714-7449

**MESSAGE**      Attached please find the following regarding U.S. Patent Application No. 09/988,291:

1. Response ✓  
3. Certificate of Transmission, 1 page. ✓

IF PROBLEM WITH TRANSMISSION, PLEASE CONTACT OPERATOR AT 703 • 714 • 7500 .

**OPERATOR**

**DATE:**      July 26, 2005  
**TIME:**  
**CLIENT/MATTER NAME:**      FUSA  
**CLIENT/MATTER NO.:**      47004.000180

This communication is confidential and is intended to be privileged pursuant to the attorney-client privilege and the work-product doctrine. If the reader of this message is not the intended recipient, or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please immediately notify us by telephone, and return the original message to us at the above address via the U.S. Postal Service.

A<sup>n</sup>

PTO/SB/97 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

**Attorney Docket No. 47004.000180**  
**Application No. 09/988,291**

***Certificate of Transmission under 37 CFR 1.8***

I hereby certify that this correspondence is being facsimile  
transmitted to the Patent and Trademark Office

on July 26, 2005.  
Date

  
Signature:

James R. Miner, Reg. No. 40,444  
Typed or printed name of person signing Certificate

Note: Each paper must have its own certificate of transmission, or this  
certificate must identify each submitted paper.

1. Response
3. Certificate of Transmission, 1 page; and
4. Fax Cover Sheet, 1 page.

Burden Hour Statement: This form is estimated to take 0.03 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

**RECEIVED**  
**CENTRAL FAX CENTER**  
**JUL 26 2005**

**PATENT APPLICATION**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:	)	Attorney Docket No. 47004.000180
	)	
ROTHMAN, <i>et al.</i>	)	Examiner: G. Akers
	)	
Serial Number: 09/988,291	)	Group Art Unit: 3624
	)	
Filed: November 19, 2001	)	Confirmation No. 8456
	)	
Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING		

**AMENDMENT**

U.S. Patent and Trademark Office  
2011 South Clark Place  
Customer Window  
Crystal Plaza Two, Lobby, Room 1B03  
Arlington, VA 22202

Sir:

In response to the Office Action mailed on **April 26, 2005** in the above-referenced patent application, Applicant submits the following remarks.

**Amendments to the Specification begin on page 2.**

**A listing of the claims begin on page 3.**

**Remarks begin on page 15.**